

**ADMISSION RESEARCH PROPOSAL  
DOCTOR OF PHILOSOPHY  
UKM-GRADUATE SCHOOL OF BUSINESS**

Applicants for PhD program are expected to submit an initial research proposal at the time of application. The Admission Research Proposal is necessarily brief and serves two purposes - It allows the admission committee at UKM-GSB to assess the degree of preparedness of the student as well as to assign suitable supervisor for the research.

The proposal submitted for the purpose of doctoral application is not expected to be a fully developed one. The expected length of the proposal is between 5 to 10 pages.

**Content of the PhD Admission Research Proposal**

**1. Title of the Proposed Research**

The title should immediately give a clear idea of the proposed research project. Try as much as you can to include the key words in the title. Avoid any figurative or idiomatic expressions in the title. The title should be descriptive and focused without being overly wordy.

**2. Area of Research**

You need to specifically identify the main area of your research – management (*include human resource, operation management, organizational behavior and others*), marketing OR finance (choose one only). No explanation is required.

**3. Background of the Research and Research Problem/Issues**

Every research project is aimed at solving a problem or addressing a specific issue. The introduction gives the necessary background to the research problem so that the reader can understand the context of what you plan to do. The introduction section should also briefly outline the significance or the rationale of the study.

**4. Research Objectives and/or Research Questions**

You should expressly write the purpose or objectives of the research as well as the research questions that would be answered by the study. Most research is conducted to seek answers to questions that you have raised. No explanation is required.

**5. Brief Literature Review**

Review the main articles or literature relevant to the research issues/problem/objectives.

**6. Theoretical Background**

You need to clearly identify and briefly explain the main theory or theories to be employed to underpin the proposed research framework or model of your study.

**7. Initial Research Framework**

You are required to present the initial research conceptual model showing the relationships among all the proposed variables involved in the study. You can also state the proposed hypotheses.

**8. Brief Research Methodology**

Briefly explain how you intend to carry out the study – sample size and sampling technique, research instrument involved, data collection methods, as well as the plan to analyze the data.

**9. References**

List down all the articles or literature used in putting together this initial research proposal.